



## A STUDY ON ROLE OF TOURISM TOWARDS COMMUNITY DEVELOPMENT: PERSPECTIVES FROM AMALTAS, PENCH SILLARI

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### ABSTRACT:

**Purpose-** The objectives of this paper is to enhance knowledge between economic impact and local community involvement in tourism sector. This paper shows empirical relationship between economic and community involvement at Amaltas, Pench, Sillari. Forest and Culture form a key attraction for visitors and can be represented as an area offers good environmental condition to the tourist. Tourism businesses made several benefit sharing schemes that favour local people to access tourism benefits.

**Design/Methodology/Approach-** The paper is based on a summarized review of previous theoretical contributions and an investigative study on qualitative methodology. A case study approaches to illustrate towards economic benefits with the help of tourism in the area.

**Findings –** The analysis of case study identifies and describe numerous activities in tourism sector. A proactive and trustworthy implementation of those activities enables the development of locals by tourism and to achieve increasing benefits for the betterment.

**Key words:** - Local community, Economy, Tourism development, Self-employment

### INTRODUCTION:

Community as a rational concept represents people who are tied together by communication, friendship and association (Ivanovic, 2009) According to (Telfer & Sharpley, 2008) there would be a wide range of perception that can be taken on local communities in the prospective of tourism development.. Local communities are increasingly being drawn into tourism not only from the demand side, as tourists actively seek out new destinations and communities to experience, but also from the supply side, as communities are becoming more aware of the potential of the products they can offer to tourists and the economic gains that can be made from various activities.

Local community plays a vital role in tourism as they involve themselves by self-employing in tourism activities which can directly benefited to their economic growth and development

### OBJECTIVES:

- a) To Study involvement of local community in tourism industry.
- b) To find awareness amongst local community towards tourism development.

**1. Case study:** The study is based on Pench Sillari where community based tourism development has been implemented. It is in Seoni District, Maharashtra India, the area is 292.85km (113 sq. mi). Many Tourist all over India Visit this place.

Village social transformation foundation a path breaking public and partnership between government corporate. Community involvement in tourism activities such as, Self-help Group of women offering catering services at resorts canteen, weaving of bags , T-shirts and other materials as a souvenir. The locals have the opportunity to work in hotels and guest house, also as a guide for jungle safari, guard, jeep driver etc.

They are the focal point for the supply of accommodation, catering, information, transport, facilities and services for tourism development. Indulging in tourism activities by the locals of near by area of Pench , encourage and motivate them for earning economic benefit and for the betterment of their livelihood.

**Training :** Training is provided by the Trainers from various field to the locals so as them to learn the basic fundamentals of tourism sector . It helps in educating them the basics of tourism , its scope and importance which can help them in dealing with tourist. Government involvement and initiatives offer various scope and ideas in getting participated in tourism activities.

**2.Community Development :** Community development is explored in terms of participation, empowerment and community capacity as they related to tourism development (Singh, Timothy, & Dowling, 2003) . Community development can be seen as building social capital for collective benefits.

According to (Frank & Smith, 1999) community development is the planned evaluation of all aspects of community well-being for their livelihood and sustainability.

3. Community Development for Tourism Development: According to (Kepe, 2004) local communities must have the sense to help their community in order to ensure they can achieve the positive benefit from tourism development. As per (Beeton, 2006) a brief conception of community and its involvement in the tourism development is required. The main importance approaches that suggested in this study were self-help approaches for community development through tourism development. Policies to promote tourism can be good in some ways but bad in others. Therefore, tourism development policies must be studied and implemented effectively in response to the needs of stakeholders, particularly the local community. (Russo, Antonio palolo, & Jan van Der Borg, 2000)

## RESULT AND CONCLUSIONS:

It is analysed contemporary community participation and involvement in tourism development. There is a need for more strategies to be formulated that can encourage more participation and involvement such as domestic tourism and community-based tourism. The skills that are learned by community members during the process should be transferable to other community development projects. The phase involves raising community awareness about the issues of tourism development and to seek the involvement of the community in determining the essence of final product. The government should also ensure that the local people are well informed about the importance of tourism and its impact on economic development. The locals should understand the importance of tourism so that they do appreciate the tourists visiting Amaltas.

The framework also suggests associations between tourism initiatives at different levels of analysis, the positive and negative social impacts, and a wide variety of economic, socio-cultural impacts of tourism. An adequate understanding of the associations is subject to further empirical research.

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